



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 828097

Schedule Dates 10/29/12-11/06/12
Advertiser Kaine for Senate (39035)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand DEMOCRAT (169542)
Salesperson Marsh, Penne (1523)
Sales Office WVEC - Norfolk
Buyer Name Vail,Chris
Phone/Fax (804) 359-7100 /
CPE 11069
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments Kaine for Senate
Rates were reduced for wrong copy that aired

Date Entered 05/08/12
Last Modified 11/05/12
Entered By Penne Marsh
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,965.00
Net Total \$45,135.00
Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Nov. 2012	89	\$53,100.00
Grand Total:	89	\$53,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	10/29/12-11/02/12	6	:30	5A- 5:58A (ET)		1	1	1	1	1			5	\$140.00	\$700.00	Norfolk (WVEC) (WVEC)		10/26/12
2.1	Normal Line / SPOT	11/05/12-11/06/12	6	:30	5A- 5:58A (ET)		1	1						2	\$140.00	\$280.00	Norfolk (WVEC) (WVEC)		10/26/12
3.1	Normal Line / SPOT	10/29/12-11/02/12	6	:30	5:58A- 7A (ET)		1	1	1	1	1			5	\$340.00	\$1,700.00	Norfolk (WVEC) (WVEC)		10/26/12
4.1	Normal Line / SPOT	11/05/12-11/06/12	6	:30	5:58A- 7A (ET)		1	1						2	\$340.00	\$680.00	Norfolk (WVEC) (WVEC)		10/26/12
5.1	Normal Line / SPOT	10/29/12-11/02/12	6	:30	7A- 9A (ET)		1	1	1	1	1			5	\$350.00	\$1,750.00	Norfolk (WVEC) (WVEC)		10/26/12
6.1	Normal Line / SPOT	11/05/12-11/06/12	5	:30	7A- 9A (ET)		1	1						2	\$500.00	\$1,000.00	Norfolk (WVEC) (WVEC)		10/26/12
7.1	Normal Line / SPOT	11/03/12-11/03/12	5	:30	8A- 9A (ET)							1		1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)		10/26/12
8.1	Normal Line / SPOT	11/04/12-11/04/12	5	:30	8A- 9A (ET)								1		\$250.00		Norfolk (WVEC) (WVEC)		10/26/12
9.1	Normal Line / SPOT	10/30/12-11/01/12	6	:30	9A- 10A (ET)			1		1				2	\$120.00	\$240.00	Norfolk (WVEC) (WVEC)		10/26/12
10.1	Normal Line / SPOT	11/06/12-11/06/12	6	:30	9A- 10A (ET)			1						1	\$120.00	\$120.00	Norfolk (WVEC) (WVEC)		10/26/12
11.1	Normal Line / SPOT	10/29/12-10/29/12	5	:30	10A- 10:58A (ET)		1							1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)		10/26/12
12.0	Normal Line / SPOT	10/31/12-11/02/12	5	:30	10:58A- 12P (ET)				1		1			1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)		5/8/12
13.1	Normal Line / SPOT	11/05/12-11/05/12	6	:30	10:58A- 12P (ET)		1							1	\$225.00	\$225.00	Norfolk (WVEC) (WVEC)		10/26/12
14.2	Normal Line / SPOT	10/30/12-10/30/12	6	:30	12P- 12:57P (ET)			1						1	\$125.00	\$125.00	Norfolk (WVEC) (WVEC)		10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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15.1	Normal Line / SPOT	10/29/12-11/02/12	5	:30	3:58P- 4:58P (ET)		1	1	1	1	1			5	\$200.00	\$1,000.00	Norfolk (WVEC) (WVEC)		10/26/12
16.1	Normal Line / SPOT	11/05/12-11/06/12	5	:30	3:58P- 4:58P (ET)		1	1						2	\$200.00	\$400.00	Norfolk (WVEC) (WVEC)		10/26/12
17.1	Normal Line / SPOT	10/29/12-11/02/12	5	:30	4:58P- 5:29P (ET)		1	1	1	1	1			5	\$550.00	\$2,750.00	Norfolk (WVEC) (WVEC)		10/26/12
18.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	4:58P- 5:29P (ET)		1							1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)		10/26/12
19.1	Normal Line / SPOT	10/29/12-11/02/12	5	:30	5:29P- 5:58P (ET)		1	1	1	1	1			5	\$550.00	\$2,750.00	Norfolk (WVEC) (WVEC)		10/26/12
20.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	5:29P- 5:58P (ET)		1							1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)		10/26/12
21.1	Normal Line / SPOT	10/29/12-11/02/12	5	:30	6P- 6:30P (ET)		2	2	2	2	2			10	\$650.00	\$6,500.00	Norfolk (WVEC) (WVEC)		10/26/12
22.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	6P- 6:30P (ET)		2							2	\$650.00	\$1,300.00	Norfolk (WVEC) (WVEC)		10/26/12
23.1	Normal Line / SPOT	10/29/12-11/02/12	4	:30	6:58P- 7:28P (ET)		1		1		1			3	\$1,350.00	\$4,050.00	Norfolk (WVEC) (WVEC)		10/26/12
24.1	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7:28P- 7:57P (ET)					1				1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)		10/26/12
25.1	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7:58P- 10P (ET)		1							1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)		10/26/12
26.1	Normal Line / SPOT	11/01/12-11/01/12	4	:30	10P- 11P (ET)					1				1	\$3,600.00	\$3,600.00	Norfolk (WVEC) (WVEC)		10/26/12
27.1	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58P- 9P (ET)								1	1	\$4,400.00	\$4,400.00	Norfolk (WVEC) (WVEC)	Grey's	10/26/12
28.1	Normal Line / SPOT	10/29/12-11/02/12	5	:30	11P- 11:35P (ET)		2	2	2	2	2			10	\$750.00	\$7,500.00	Norfolk (WVEC) (WVEC)		10/26/12

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29.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	11P- 11:35P (ET)		2							2	\$750.00	\$1,500.00	Norfolk (WVEC) (WVEC)		10/26/12
30.1	Normal Line / SPOT	11/03/12-11/03/12	5	:30	11:30P- 12:05A (ET)							1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	news after CF	10/26/12
31.1	Normal Line / SPOT	11/04/12-11/04/12	5	:30	11P- 11:35P (ET)								1	1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)		10/26/12
32.1	Normal Line / SPOT	11/02/12-11/02/12	6	:30	11:35P- 12:02A (ET)						1			1	\$130.00	\$130.00	Norfolk (WVEC) (WVEC)		10/26/12
33.1	Normal Line / SPOT	11/05/12-11/05/12	6	:30	11:35P- 12:02A (ET)		1								\$130.00		Norfolk (WVEC) (WVEC)		10/26/12
34.1	Normal Line / SPOT	10/29/12-11/02/12	10	:30	5A- 5:58A (ET)	2	X	X	X	X	X			2	\$0.00	\$0.00	Norfolk (WVEC) (WVEC)	LUR REBATE	10/26/12
35.0	M/G For 8.1.1 / SPOT	11/04/12-11/04/12	7	:30	7P- 8P (ET)								1	1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	mg for \$250 pre empt and LUR credit	11/1/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	7	:30	4:58A- 5:58A (ET)		1							1	\$0.00	\$0.00	Norfolk (WVEC) (WVEC)	credit for LUR violations (value \$140)	11/1/12
37.0	M/G For 33.1.1 / SPOT	11/04/12-11/04/12	7	:30	10P- 11P (ET)								1	1	\$130.00	\$130.00	Norfolk (WVEC) (WVEC)	\$130 mg plus owed LUR credit of \$2645 (total \$2775)	11/2/12
38.0	M/G For 12.0.1 / SPOT	11/05/12-11/06/12	5	:30	10:58A- 12P (ET)	1	X	X						1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	MG for 11/2 pre empt	11/2/12
39.0	Normal Line / SPOT	11/06/12-11/06/12	7	:30	4:58A- 1P (ET)			1						1	\$0.00	\$0.00	Norfolk (WVEC) (WVEC)	MG for LUR violation on 11/5. Credit - \$25 - value of spot \$170+	11/5/12

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